

Community Broadband Access: It's More Than Infrastructure Stupid

The 4Cs Theory



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The 4Cs Theory

The purpose of the 4C's Theory is to develop practical e-readiness indicators that are applicable at the community level based upon four primary determinants of access



Context

- Represents unique foundation upon which access can be accomplished
 - History
 - Socio-economic demographics
 - Geography

- Context is important because it provides the foundation upon which any development strategy rests

- No two communities are alike



Connectivity

- Quantity and quality of access to telecommunications networks
- Access to high speed telecommunications service by itself will not guarantee economic and social sustainability for rural communities.



Capability

- Gauges the ability of individuals and institutions
- Utility of any technology derives directly from:
 - Skill of user
 - Delivery capacity of local institutions




Content

- Content is interdependent upon the other three C's
- Information available
- For access to be meaningful, available information must address their concerns and circumstances



Application of the 4Cs

- Community level analysis
 - Identify specific factors that affect the ability of rural communities to use information technologies
 - Within a context of a broader community development framework

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- The 4Cs Theory will be used to help assess to what extent telecommunications access serves as a predictor of communication development



Additional Information

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